

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	Conduct a company-wide cyber security training and show real life example of data breaches caused by phishing	Safe and secure browsing is ensured	Customer should properly installed web phishing software with fire walls enable and proper internet connection	Reporting the phishing activity in effective way by contact the customer care service	They can share their experience about phishing websites
TOUCH POINTS	Social media, Text messages, Phone calls	Use an SSL certificate to secure all traffic to and from your website	Website, mobile app	Found the state of the website service	Review sites
CUSTOMER EXPERIENCE	If an customer clicks on a phishing link, they should receive immediate feedback and additional training	Should be aware all different, new or changed attacking patterns	Type the URL in the search engine that is need to be checked report if phishing detected	Using traditional method to distinguish websites	Data privacy should be achieved, satisfied, excited

KPIS	The effective way to measure the success of program and assist in tracking the ability of your customers to expectations as well as their impact on the objectives	They see the count of visits of the websites	They check the result is shown to the user whether the sites is safe or not	It provides the result is stated to the user-it is phishing page or not	Provides Customer satisfaction score.
BUSINESS GOALS	Increase the awareness program about the phishing websites.	Aims on detecting phishing websites with high accuracy	It gives an increase in the customer rate of visiting the websites	It provides an increase in the customer satisfaction	It generates some positive reviews from the customer side.

